



LEON D. YOUNG

State Representative • 16th Assembly District

MEMO

TO: Assembly State Affairs and Homeland Security Committee Members
FROM: Representative Leon D. Young
DATE: December 17, 2009
RE: Assembly Bill 596 – Designating Harley-Davidson as the state motorcycle

For more than one hundred years, Harley-Davidson has been the industry's "iconic brand" for motorcycle production. Founded and headquartered in Milwaukee, Harley-Davidson has literally helped to place both the City of Milwaukee, and Wisconsin, on the map to countless consumers worldwide.

As we are painfully aware, the manufacturing sector in this country has fallen on dire times. The auto industry now teeters on insolvency, and many of the once high-paying manufacturing jobs in this country have been outsourced to third world countries.

The Harley-Davidson Company, however, has remained loyal to its founding roots and employs more than 3,800 hard-working Wisconsin residents. And even with a major downturn in the economy, Harley-Davidson still posted \$19.8 million in net income for the second quarter in 2009.

Moreover, for the first six months of 2009, company revenue totaled \$2.44 billion.

Assembly Bill 596 seeks to designate the Harley-Davidson as the Wisconsin state motorcycle. Harley-Davidson is a shining example of "American Know How" and American manufacturing prowess. It deserves to be recognized by the state for its manufacturing achievement.

December, 17, 2009

STATEMENT OF OPPOSITION TO WISCONSIN ASSEMBLY BILL 596, DESIGNATING
HARLEY-DAVIDSON AS THE WISCONSIN STATE MOTORCYCLE

By: George Atwood
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To whom it may concern,

I am OPPOSED to designating the Harley-Davidson as the Wisconsin state motorcycle. The image of the harley is the image of thunderous noise. Not the image of a quiet motorcycle. This thunderous noise is caused by illegally altering the original factory muffler. This noise disturbs the peace and order of society. This noise hurts people individually.

By naming the Harley-Davidson the official state motorcycle, we are actively associating the reputation of our state, with the current reputation that Harley now projects, that of thunderous, obnoxious noise, and shameless defiance of the rule and intent of law, and violation of community peace and order.

Noise is being disrespectful of your neighbor. It's not friendly.

People are asking why Harley riders are getting away with this. Citizens are getting sick and tired of the noise and feel helpless and frustrated of anything being done about it.

And to officially honor the name that is causing all this obnoxious noise, is like forcing all concerned citizens to wear it like a tattoo on the state they call home.

George Atwood

Some Harley-Davidson Factoids

- Harley-Davidson Company was founded in Milwaukee, Wisconsin in 1903.
- World War I was the first time motorcycles were adopted for combat; Harley-Davidson provided 15,000 machines to military forces during WW I.
- Harley-Davidson was one of only two American cycle manufacturers to survive the Great Depression.
- Harley-Davidson employs more than 3,800 state residents.
- Harley-Davidson has dealerships on six of the seven continents (North America, South America, Europe, Asia, Africa and Oceania).
- The Company has dealerships in 34 different countries worldwide.
- In 2008, Harley-Davidson celebrated its 105th anniversary in Milwaukee, Wisconsin.
- Harley-Davidson Museum in Milwaukee attracts thousands of visitors each year.

Harley-Davidson - Wikipedia, the free encyclopedia

To the Wisconsin State Assembly, Senate, and Committee:

I am submitting testimony today in support of the bill to name Harley Davidson the Wisconsin State Motorcycle.

But first, let me say a few words as to how this bill came about. On October 27, our State Senator Bob Jauch drafted a Resolution in honor of our son, U.S. Army Staff Sergeant Jeremy D. Vrooman, killed in action in Iraq on July 15, 2008. This Resolution was presented in the Senate and then again in the Assembly, by our Representative Nick Milroy. We had several family members representing Jeremy, including his Uncle Loren Vrooman from Sioux Falls, South Dakota.

Loren had the opportunity to visit with Rep. Young after the Assembly vote. Loren, being an old Harley rider, asked Mr. Young what they were doing for his buddies at Harley. Mr. Young replied that there was nothing that could be done because of the poor economy. To which Loren asked - what's your state motorcycle? Of course, Mr. Young said we don't have one. Loren said something to the effect that it's something to think about.

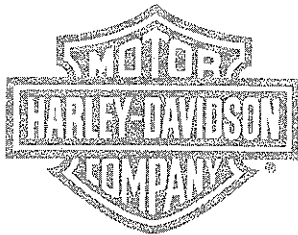
What came about is a bill co-sponsored by Sen. Coggs and Rep. Young to name Harley Davidson as Wisconsin's State Motorcycle. I want to be sure to recognize my brother-in-law, Loren, and my son, Jeremy, as the ones who should be credited with getting it started. After all, it was because of Jeremy that we were in Madison that day. And it was Loren who asked that very important question, what's your state motorcycle?

It would be an honor to link Jeremy with Harley Davidson. Jeremy not only gave his life for his Country, he saved the lives of all 35 of his men on the day of their mission. He is a hero. SSG Jeremy D. Vrooman and Harley Davidson go together; they both represent America and Wisconsin! What is more American than Harley Davidson? And what is more American than fighting for your country and giving your life for her - willingly? I believe that the folks at Harley Davidson would be proud to be associated with U.S. Army SSG Jeremy D. Vrooman.

That being said, let me say a few words about Harley Davidson. When you think of an American made motorcycle, the first name that comes to mind is Harley Davidson. And when you think of a Wisconsin motorcycle, the first name that comes to mind is Harley Davidson.

William Harley and Arthur Davidson built their first motorcycle in an old shed in 1903 in Milwaukee, Wisconsin. They sold their first motorcycle in 1904, and the Harley-Davidson Company was born. Harley-Davidson is now, literally, a household name. Wisconsin is the proud home of Harley-Davidson. I propose that Harley-Davidson be named Wisconsin's State Motorcycle! Thank you.

Susan J. Vrooman, Superior, WI



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Testimony on Assembly Bill 596

Michael D. Richards, Manager of Government Affairs
Assembly Committee on Homeland Security and State Affairs
Thursday, December 17, 2009

Chairman Kessler and members of the Assembly Committee of Homeland Security and State Affairs, my name is Michael Richards and I serve as the Manager of Government Affairs for Harley-Davidson Motor Company. I appreciate the opportunity to provide written testimony on Assembly Bill 596 (AB 596), authored by Representative Leon Young.

AB 596 has come as quite a surprise to us at Harley-Davidson. Though this legislation is in nature a symbolic gesture, we are truly honored at the prospect of being considered the official motorcycle of the state of Wisconsin.

From our beginnings in a ten by fifteen wood shed on Milwaukee's West Side, Harley-Davidson has become one of the most recognizable and iconic brands in the world, fulfilling dreams for millions of riders over that time. Each year, the Company's great motorcycles attract new riders in the U.S. and globally who want to be a part of the experience and independence with which our motorcycles are synonymous.

Since those early days in 1903 when four ambitious men set about building a dream in a wood shed, Harley-Davidson has proudly called Milwaukee and Wisconsin its home.

On behalf of Harley-Davidson, I want to thank you for your consideration of Assembly Bill 596.